



CATALYTIC PHILANTHROPY *IN ACTION*

2017 ANNUAL REPORT



Foundation
for Health, Inc.

2017: STRONGER TOGETHER

We are pleased to share the Blue Cross of Idaho Foundation for Health 2017 Annual Report. The Blue Cross of Idaho Foundation for Health is a catalytic funder focused on transformational change. We work close with many partners in communities across the state to create sustainable change that builds a healthier Idaho.

In the annual report, we are excited to provide an overview of our giving and highlight some success stories from our catalytic work.

To learn more about the Blue Cross of Idaho Foundation for Health and our initiative areas visit www.bcidahofoundation.org.

In good health,



**Kendra Witt-Doyle,
PhD, MPH**
*Executive Director,
Blue Cross of Idaho
Foundation for Health*



Ralph Woodard
*Board Chair,
Blue Cross of Idaho
Foundation for Health*

OUR MISSION

*To build a healthier
Idaho through
**catalytic engagement,
partnerships,
and
transformational
solutions.***



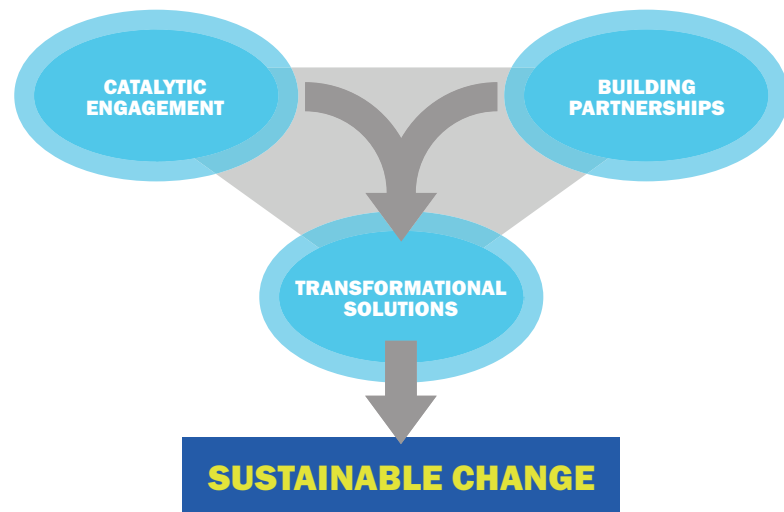
RESOURCES CATALYZING CHANGE

\$727,994

**TOTAL FUNDING AWARDED
TO GRANTEES, PROGRAMS
& PROJECTS PROMOTING
HEALTH IN IDAHO
IN 2017.**



A MODEL FOR SUSTAINABLE CHANGE



The Blue Cross of Idaho Foundation for Health model is transformational, not transactional.

We harness the power of catalytic engagement and strategic partnerships to help create innovative projects that become transformational solutions — and ultimately, build sustainable change.



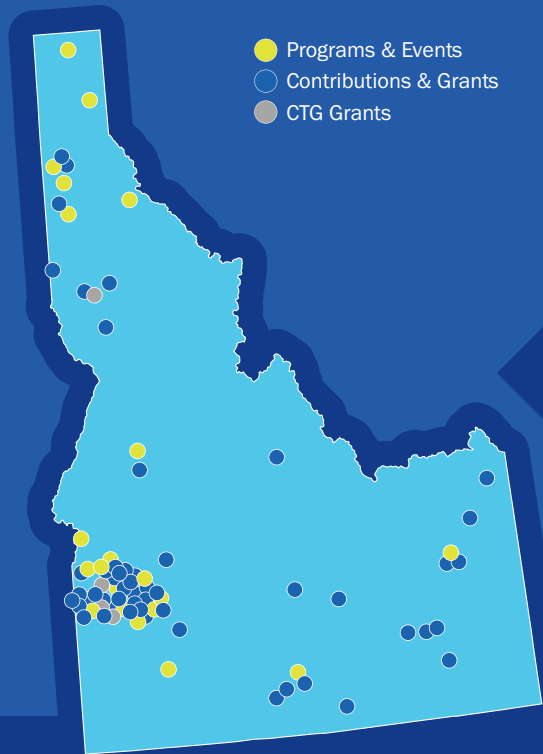
High Five!
POWERED BY
BLUE CROSS OF IDAHO FOUNDATION FOR HEALTH

Our focus in 2017 was expanding **High Five**, Blue Cross of Idaho Foundation's initiative to **combat childhood obesity in Idaho**. We continue to support efforts across our other focus area: **youth behavioral health**.



Childhood obesity is the #1 health concern among parents in the U.S. And rightly so — 1 in 3 kids are overweight or obese.

Source: www.heart.org/HEARTORG/HealthyLiving/HealthyKids/ChildhoodObesity/Overweight-in-Children_UCM_304054_Article.jsp#.Wlv6VJM-eRs



MORE REACH. MORE IMPACT.

In 2017, the Foundation partnered with organizations, nonprofits and community leaders, redoubling its efforts to impact communities across the state. One result? We added Mayor's School Walking Challenge participants in **nearly 80% of Idaho counties**, from Sandpoint to Driggs.

49

The number of communities in Idaho we touched in 2017.



**\$7
MILLION**

Additional funding communities received after CTG funds served as the "seed funding." These funds have been used to create community gardens, playgrounds, skate parks, walking tracks and much more.



COMMUNITY TRANSFORMATION GRANTS: TURNING CATALYTIC GIVING INTO CATALYTIC DOING.

2017 was a year of big transition for the Blue Cross of Idaho Foundation for Health Community Transformation Grant. We worked with our 2013 cohort of awardees to reflect on their successes and challenges, while also selecting three new awardees across the state.

This innovative initiative is a leading example of catalytic philanthropy. The Foundation uses its deep experience in community health and change management to light a spark that ignites transformational change that can impact health in the community. We act as a true partner, engaging with community members and leaders to identify opportunities and community champions, before providing technical expertise to accomplish community goals.

The result isn't just change, but sustainable change.

2017 COMMUNITY TRANSFORMATION GRANT AWARDEES

We are honored to announce three deserving communities as 2017 CTG Awardees: **Rexburg**, **Bonnars Ferry** and **Sandpoint**.

“Change is a team effort,” says Kendra Witt-Doyle, Blue Cross of Idaho Foundation for Health Executive Director. “But the power of partnering an engaged community with the expertise and resources they need can have a tremendously positive impact for years to come.”



REXBURG • BONNERS FERRY • SANDPOINT

2017 CTG AMBASSADORS

*In 2017, we also named **four Community Transformation Grant Ambassadors**. Each will receive targeted funding for a specific project in their community. The 2017 CTG Ambassadors are:*

CALDWELL
COEUR D'ALENE
HOMEDALE
PLUMMER





BIG CHANGES START WITH THE SMALLEST STEPS

Mayor's School WALKING CHALLENGE

The premise is simple: getting mayors walking gives them a hands-on education on the impact of physical activity and inspires others to follow their lead.

It works.

The MSWC has inspired communities to improve walking routes to schools, change policies, and make creating a healthy community a priority.

MSWC BY THE NUMBERS

42
MAYORS

16,171,359
STEPS

7,465
MILES



MSWC: EMMETT MAYOR PETRIE

When Emmett Mayor Gordon Petrie first joined the Mayor's School Walking Challenge, it was simply to raise funds for his local middle school.

But that small step has led to big changes for both Mayor Petrie and Emmett. Not only has he lost a few pounds personally, but he has also grown into a walking advocate — both locally and nationally — emphasizing kids being able to walk safely to school.

"I became an advocate because collectively in Idaho and throughout our nation, our body masses are increasing, causing an uptick in several chronic illnesses, including diabetes and heart disease. Walking helps combat this," Petrie said in a news release announcing his role as a board member of America Walks, a nonprofit that promotes walkable communities nationwide.

In addition, since first walking with MSWC, Mayor Petrie has proclaimed an annual Walk Your Child To and From School Day in Emmett, participated in a national educational program for walking advocates, and more.



Steps FOR Schools

More than 50 legislators from across Idaho participated in Steps for Schools, which challenges lawmakers to walk as much as possible for one month during the legislative session.

Outfitted with Fitbits, each legislator's steps are tallied, with those topping an average of 10,000 steps per day over the course of the month earning funds for their community schools' walking programs or needed physical activity equipment.

COMMUNITY HEALTH CHAMPIONS

Community Health Champions is a unique program that provides opportunities for city and community leaders to explore in-depth how they can fight childhood obesity in their communities.

This program brings a limited number of these leaders together several times a year to:

- **Learn best practices**
- **Collaborate with other leaders**
- **Act to make big ideas happen**

This year, sessions included inspiring and informative interactive presentations from innovation expert Gordon Jones, Dean of Boise State University's groundbreaking College of Innovation and Design, and two nationally-recognized community health experts, Mark Winne and Mark Fenton. The workshops focused on environmental and policy changes that can occur in a city to address access to healthy foods and increase physical activity.



HOMEDALE: CATALYZING THE COMMUNITY

Located just 5 miles from the Oregon border in the Southwest corner of Idaho, Homedale is a community connected by rural traditions and families whose roots here go back generations.

When Mayor Gheen Christoffersen first joined the Foundation's Mayor's School Walking Challenge in 2015, his goals were modest: have some fun, raise funds for the local school, and give his already close-knit community another thing to unite around.

Little did Mayor Christoffersen know that the small step would bring a series of opportunities for his hometown, including revitalizing its parks and a renewed focus on creating safe routes to school.

First, the walking challenge increased the mayor's "on-the-ground" look at his community. He grew accustomed to being greeted by fellow walkers (and even folks passing by in cars) and saw first-hand places where the community could focus to make walking safer and easier for kids and other residents.

Then the rest of the city government decided to join him. They established a friendly competition between departments to count their steps.

Mayor Christoffersen decided to take another step with the Foundation, joining Community Health Champions Learning Collaborative. There he gathered with other mayors from around the state to learn best practices, share challenges and learn from experts improving access to physical activities and healthy foods.

While it is still early in the story, Homedale shows how, with the Foundation's help, the MSWC can be an entry point into community catalyzing transformations.

YOUTH EMOTIONAL HEALTH

One of the key advantages of catalytic philanthropy is that — to be successful — you must truly understand the needs of those you serve. Youth Behavioral Health is a top concern in Idaho.

To help, the Foundation funded two programs that will have a magnifying positive effect on the communities they serve and, in turn, all of Idaho.

CHILDREN'S HOME SOCIETY

The Blue Cross of Idaho Foundation for Health provided funding that supported enhancements to the Children's Home Society Warm Springs Training Institute. The Warm Springs Training Institute is accredited by the National Board of Certified Counselors to provide trainings to behavioral health professionals. Specifically, the institute provides continuing education to therapists by offering a series of professional development seminars — a much-needed service in Idaho.



FILLING THE IDAHO MENTAL HEALTH PROFESSIONAL GAP



NAMPA SCHOOLS PILOT PROGRAM

The Foundation also partnered with St Luke's Health System to fund an on-site behavioral health service pilot program at two Nampa schools. Under the program, licensed therapists will provide treatment services designed to help students cope with a variety of behavioral problems such as anger, grief, impulsivity, depression and anxiety. The program will also teach coping and interpersonal communication skills, as well as work to prevent substance use.



ABOUT THE BLUE CROSS OF IDAHO FOUNDATION FOR HEALTH

The Blue Cross of Idaho Foundation for Health, Inc., is a non-profit private foundation established in 2001 by Blue Cross of Idaho. The Foundation works statewide to improve the health of all Idahoans through wellness and prevention programs.



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Blue
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